

LEO BURNETT COMPANY, Inc.

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From Marlboro
to America's low tar and nicotine cigarette smokers—

Marlboro Lights



Lighter in taste,
low in tar.

Some people prefer the taste of a low tar and nicotine cigarette. For them, we've made Marlboro Lights. The same great quality you get with famous Marlboro Red—only Lights were developed especially for those who prefer the lighter taste of a low tar smoke.

Marlboro Lights—the new low tar cigarette from America's fastest-growing brand.

Marlboro Kings: 20 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Aug. '71
Marlboro Lights: 14 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method

